* .INDD – Page layout project created by InDesign, includes page formatting information, page content, linked files, styles, and swatches.
* .PDF – Cross-platform format created by Adobe Acrobat but viewed using Adobe Reader, preserves all formatting.
* Budget – The amount of money needed or available for a project
* Client Feedback – A person's performance of a task, timeliness, adherence to project purpose, etc. used as a basis for improvement
* Color Scheme – An arrangement or combination of colors that are carefully selected to capture the attention and/or set a mood for the user when viewing a project
* Deadlines – The latest time or date by which something should be completed
* Design Comps – Multiple renditions of the design to show clients, provides a visualization of a product before it is professionally completed
* File Name Convention – Agreed upon by designers, project managers and client, refers to the protocols that will be used when saving files
* Goals – An aim or desired result
* Optimization – The act or process of making a design as fully perfect, functional, or effective as possible based on client feedback
* Page Layout Software – Commonly used for print layout work such as brochures, posters, flyers, newsletters, etc. (example: Adobe InDesign).
* Proof Preview – A tool in Photoshop that allows you to preview what the published version of your work will look on a particular output device
* Target Audience – A particular group at which a film, book, advertising campaign, etc., is aimed
* Typography – The style and appearance of printed materials, specific identifiers include style, font, typeface, etc.